

CONTRACT



WUSA
4100 Wisconsin Ave, NW
Washington, DC 20016
(202)895-5999

www.wusa9.com

And:

New Media Firm, The/ POL
1322 G Street SE
Washington, DC 20003

<u>Contract / Revision</u> 730443 /		<u>Alt Order #</u> 06426564
<u>Product</u> SEIU/AFSCHME/NEA		
<u>Contract Dates</u> 11/22/12 - 11/25/12	<u>Estimate #</u> 1939	
<u>Advertiser</u> AFSCME/ SEIU/ NEA		<u>Original Date / Revision</u> 11/20/12 / 11/20/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WUSA	<u>Account Executive</u> Aaron Ashe	<u>Sales Office</u> Telerep Washing
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 430	<u>Product Code</u> 451
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WUSA	11/23/12	11/23/12	The Price is Right	11a-12p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/19/12	11/25/12	----F--				1	\$750.00	0.00			
N 2	WUSA	11/23/12	11/23/12	9 News @ Noon	12-1230P		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/19/12	11/25/12	----F--				1	\$850.00	0.00			
N 3	WUSA	11/23/12	11/23/12	Best of College Football	130-230p		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/19/12	11/25/12	----F--				1	\$1,000.00	0.00			
N 4	WUSA	11/23/12	11/23/12	9 News @ 6p	6-630p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/19/12	11/25/12	----F--				1	\$850.00	0.00			
N 5	WUSA	11/23/12	11/23/12	CBS This Morning	7-9a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/19/12	11/25/12	----F--				1	\$350.00	0.00			
N 6	WUSA	11/25/12	11/25/12	CBS Sunday Morning	9-1030a		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/19/12	11/25/12	-----S				1	\$2,500.00	0.00			
N 7	WUSA	11/22/12	11/22/12	NFL Today Thanksgiving	NFL Today Thanks		:30				NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/19/12	11/25/12	---T---				1	\$7,500.00	0.00			
N 8	WUSA	11/22/12	11/22/12	9 News @ 5p	5-6p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/19/12	11/25/12	---T---				1	\$700.00	0.00			
N 9	WUSA	11/22/12	11/22/12	CBS This Morning	7-9a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/19/12	11/25/12	---T---				1	\$350.00	0.00			
Totals										0.00		9	\$14,850.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



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Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/25/12	9	\$14,850.00	\$12,622.50
Totals	9	\$14,850.00	\$12,622.50

Signature: _____ **Date:** _____

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